

## Message Text

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TO SECSTATE WASHDC 9344

UNCLAS RABAT 4152

AIDAC

JOINT USAID/EMBASSY/CONGEN CASABLANCA MESSAGE

E.O. 11652: N/A

SUBJECT: REPORT ON CRISLER VISIT: INCREASING UTILIZATION OF U.S.

PRIVAT SECTOR RESOURCE IN DEVELOPMENT PROJECTS -  
AGRIBUSINESS

REF: STATE 161862, 166730

1. SUMMARY. VERY MUCH APPRECIATE USEFUL VISIT BY RICHARD CRISLER (AA/PPC). IT HELPED US AND MOROCCANS UNDERSTAND MORE CLEARLY THE KINDS OF ACTIVITIES AID MIGHT BE ABLE UNDERTAKE LOOKING TOWARD (A) STIMULATING GREATER INVESTMENT IN AGRIBUSINESS SECTOR AND (B) ACCELERATING TRANSFER OF TECHNOLOGY TO MOROCCO FROM U.S. PRIVATE SECTOR. CRISLER AND WE IMPRESSED BY MOROCCAN RECEPTIVITY TO IDEA ESTABLISHMENT OF AN AID-ASSISTED US-MOROCCAN INVESTMENT CORPORATION FOR AGRIBUSINESS, ALTHOUGH ALL PARTIES FULLY APPRECIATE CRITICAL IMPORTANCE ATTRACTING FINANCIAL AND TECHNICAL INTEREST OF COMPANIES IN U.S. AS PREREQUISITE TO MEANINGFUL MOVEMENT LOCALLY. WE WILL KEEP DISCUSSIONS GOING HERE AND ALSO WILL PREPARE PRELIMINARY PROJECT PROPOSAL FOR AID/W CONSIDERATION, INCLUDING POSSIBILITY SELECTED SEMINARS AND AD HOC CONSULTANCY ASSOCIATED WITH PARTICULAR INVESTMENT PROBLEMS. WOULD APPRECIATE STATUS REPORT ON RESULTS SOUNDINGS OF U.S. COMPANIES AND ON GENERAL AID/W REACTIONS TO THESE PROSPECTIVE ACTIVITIES. END SUMMARY.

2. CRISLER SPENT JULY 12-25 IN MOROCCO AND MET WITH WIDE RANGE

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OF MOROCCANS IN RABAT, CASABLANCA AND REGIONAL CENTERS.

MOROCCANS INCLUDED SENIOR CENTRAL BANK AND GOVERNMENT ECONOMIC OFFICIALS AS WELL AS REPRESENTATIVES OF RELEVANT PUBLIC CORPORATIONS, AGRIBUSINESSES AND FINANCIAL INSTITUTIONS. HE ALSO MET LOCALLY BASED AMERICANS REGARDING PROBLEMS AND PROSPECTS MOROCCAN PRIVATE SECTOR.

3. PRINCIPAL CONCLUSIONS OF VISIT ARE (A) THERE IS REQUIREMENT IN MOROCCO FOR INVESTMENT CORPORATION WHICH WOULD TAKE INITIATORY ROLE IN STIMULATING AGRIBUSINESS ACTIVITY LOOKING PRINCIPALLY TOWARD EXPORT MARKET; (B) MOROCCANS IN PRIVATE AND PUBLIC SECTORS RECEPTIVE TO IDEA ESTABLISHING SUCH A CORPORATION WITH FINANCIAL/ TECHNICAL SUPPORT FROM U.S. COMPANIES AND AID; (C) ALL PARTIES REALIZE ROLE OF U.S. COMPANIES IS KEY TO WHOLE IDEA AND THEREFORE NEXT IMPORTANT STEP MUST BE SOUNDINGS IN U.S. WITH PROSPECTIVE PRIVATE SECTOR PARTICIPANTS, ALTHOUGH IN MEANWHILE WE WILL KEEP DISCUSSIONS GOING IN LOW-KEY HERE AND WILL PREPARE PRELIMINARY PROJECT PROPOSAL (PID) FOR AID/W REACTION; AND, (D) SHORT AID-SPONSORED TECHNICAL SEMINARS IN MOROCCO OFFERED BY U.S. COMPANIES AND AD HOC CONSULTANTS ON SELECTED AGRIBUSINESS TOPICS AND PROBLEMS ALSO REMAIN POSSIBILITY.

4. AS REQUESTED BY JOUHARI (BANQUE DU MAROC) IN FINAL MEETING WITH CRISLER AND US, WE PLAN PREPARE AIDE-MEMOIRE OUTLINING ABOVE IDEAS AND PROVIDING ADDITIONAL DETAIL ON NATURE OF INVESTMENT CORPORATION ALONG LINES DESCRIBED TO US BY CRISLER. THIS AIDE-MEMOIRE WOULD SERVE AS BASIS FOR ADDITIONAL DISCUSSIONS BY COUNTRY TEAM WITH GOM AND OTHER AGENCIES.

5. REQUEST PRELIMINARY REACTIONS.ANDERSON

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## Message Attributes

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